

### Abstract

A method of bleaching bran, comprising treating bran with a hydrogen peroxide solution to produce lightened bran having fewer native flavor components is disclosed. In one embodiment, a bleached bran product suitable for admixing with whole wheat  
5 flour to produce white whole wheat flour having an "L" value on the Hunter scale of at least about 75 is disclosed. In one embodiment, cleaned bran is treated with a solution of chelating agents to remove or inactivate transition metals. Thereafter, exposure to oxidant substances, such as hydrogen peroxide, ozone, and so forth, in the presence of an alkaline compound produces bleached bran, which can be washed and dried for use  
10 in products such as flours, pastas, and so forth.

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